RJ Reynolds
Tobacco Company

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E-Mail
December 19, 1997

To: Louann Alese
All Members of the Nassau Retail Division

Dear Louann :

I would like to personally thank you and each of your Retail Representatives for another successful year of assisting in merchandising our products and successfully implementing programs and promotions in the New Jersey Chains.

The fine execution and follow through by each of your Representatives resulted in significant share and volume gains in Amerada Hess. After a *rocky* start early in the year, our share in Shop Rite should finish over 22%. This is definitely a positive due to the removal of almost all self-service packs early in 1997.

1998 will bring unprecedented challenges. I'm confident that you and all members of the Nassau Retail Division are ready to deal with those challenges as they arise.

Best wishes for happy holidays, and a healthy and successful New Year.

Best Regards,
Nick Kuruc

cc: M. A. Young
M. F. Richards
G. B. Brown

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Source: https://www.industrydocuments.ucsf.edu/docs/qjpn0000